



Contents

Message from the Guest Editors

R. Gupte	1
International Review and Advisory Committee	4
Determinants of Foreign Direct Investment in Brics Economies: Analysis of Economic, Institutional and Political Factor	
P. Jadhav	5
'Sustainable Investing' Via The FDI Route for Sustainable Development	
K. Narula	15
Do Brand Personalities Make a Difference to Consumers?	
Sheena, G. Naresh	31
Performance Evaluation in Indian Corporate Organizations: A Survey	
O. Vaidya, A. Chitnis	38
The Emerging Economies and Changing Prospects of The Multicurrency Global Order: Avenues and Challenges in Times Ahead	
S. Srivastava	46
Study of Emerging Issues in Supply Risk Management in India	
M. Ketkar, O.S. Vaidya	57
Unit Linked Insurance Products (ULIPs) - Insurance or Investment?	
A. Gupta	67
Climate Migrants: Legal Options	
R. Leal-Arcas	86
Inclusive Growth in India Through Islamic Banking	
F. Fasih	97
Health in India: Need for a Paradigm Shift	
P.D. Mallya	111
FDI and its Relation with Exports in India, Status and Prospect in North East Region	
C. Goswami, K.K. Saikia	123
Computation of Financial Inclusion Index for India	
R. Gupte, B. Venkataramani, D. Gupta	133
Incorporation of Global Environmental Norms into Indian Legal Systems: Social and Economic Challenges, with Special Reference to Ship-Breaking	
P. Garud	150
India's Changing Trade Pattern in The Process of Globalization	
P. Yadav	157
Economic Regulations: Effect on Growth and Stability in Brazil and India	
M. Goel, A. Asija	167
An Econometric Study of Indian Export and Import of Black Gold (Oil)	
R. Chakrabarty, S.L. Chakravarty	182
Relationship Marketing to Product Based Marketing a Trend of Residential Construction Business	
M.A. Sonawane, A. Chaudhari	197
Economies of Television Media and its RFI Targeting Luxury Segment	
P. Baskaran, S. Pragadeeswaran	207
Trends in Fragmentation of Production: A Comparative Study of Asia and Latin America	
F.P. Desai	217
Comparative Analysis of Foreign Direct Investment Trends in Emerging Economies	
S. Nandi	230
Goal / Target Setting and Performance Assessment as Tool for Talent Management	
S. Sahai, A.K. Srivastava	241
Interaction Among National Experts for The Entrepreneurial Learning, within Pan-European Network	
D. Karajić, M. Dabić, M. Cingula	247

Engaging Young Employees (Gen Y) in a Social Media Dominated World - Review and Retrospection S. Rai	257
A Study on Cultural Diversity Management for Indian Organizations S. Kulkarni	267
Comparative Analysis of The Extent of Free Education and Average Private Expenditure on Education in India R. Bhattacharya	277
Stri Shakti Groups - A Parallel Force C.S. Yatnalli, M.B. Banakar, B.H. Huggi	296
Sculpture your Employee in Emerging Economies P. Vyas, N. Pandit, R.A. Sankar	304
An Empirical Study on Elements of Forest Governance: A Study of JFM Implementation Models In Odisha B. Mohanty, G. Sahu	314
The BRIC Mutual Fund Industry P. Sundaram	324
International Transfer Pricing: A Review of Non-Tax Outlook S.J. Pendse	337
Transition to Ind-AS - A Corporate Governance Perspective... A.S. Joshi	344
Sustainability Encouraging Mechanism (SEM): The Way After 2012 D. Joshi, A. Sheikh	354
Building Infrastructure: Private Participation in Emerging Economies A. Kateja	368
Development of a Low-Cost Industrial Waste Treatment Technology for Resource Conservation - An Urban Case Study with Gold-Cyanide Emanated from Smes Y.B. Patil	379
Imminent and Substantial Endangerment to Human Health and the Environment from use of Coal Ash as Fill Material at Construction Sites in Puerto Rico: A Case Study R. Santiago	389
Development of an Integrated Model to Recover Precious Metals from Electronic Scrap - A Novel Strategy for E-Waste Management V. Bhat, P. Rao, Y. Patil	397
City based Analysis of Msw to Energy Generation in India, Calculation of State-Wise Potential and Tariff Comparison with EU S. Saini, P. Rao, Y. Patil	407
Townships for Sustainable Cities P.T. Rai	417
Urbanisation and De-Sanitation: A De-Compositional Analysis by Taking a Case Study of Few Indian Cities S. Kundu, S.D. Roy	427
Urbanization and Solid Waste Management in India: Present Practices and Future Challenges D. Vij	437
Assessment of Noise Pollution Indices in the City of Kolhapur, India R.B. Hunashal, Y.B. Patil	448
Measuring Social Progress by Sustainable Development Indicators: Cases of Croatia and Slovenia E. Bëčić, E.M. Mulej, J. Švarc	458
Mobile Banking based Money Order for India Post: Feasible Model and Assessing Demand Potential A.B. Singh	466
Evolution of Sustainability as Marketing Strategy: Beginning of New Era V. Kumar, Z. Rahman, A.A. Kazmi, P. Goyal	482
A Stratagem for Responsible Business in India and the Us: Government Innovation or Constraint? R. Agarwal, M. Thiel	490
An Empirical Study on Innovative Business Strategies - Key to Progress in the Emerging Economies with Special Reference to Yes Bank D. Vashishta, S.S. Chadichal	504
An Approach to Minimize Carbon Footprint for an Environmental Friendly Printing by Optimizing an Offset Machine in a Printing Facility I. Amon-Tran, R. Anayath, A.S. Pai, N. Kamath, S. Shenoy, A. Harikrishnan	514